

Tips and Tricks for Marketing on a Budget: Group Discussion

GovCon IDEATORS

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“Do More With Less” (Again and Again)

We all hear it, our customers and partners are also living this, but as was clear from a show of hands and the audience’s chuckle during the GAIN Conference a large number of public sector/government marketers are either:

- A team of one wearing “all the hats”
- Have tight budgets
- Regularly have to figure out how to continue to drive results and grow with not enough people or budget (or both)



So What Can We Do?

Some Tips and Tricks from GAIN Session Lisa and Monica Mayk
Presented, with Help from Cathy Cromley



Budget and Resources

Budgets

- Use tradeoffs to help leaders understand what they lose and gain with budget cuts
- Align w/ sales and marketing leadership on KPIs and set targets at the outset – if it doesn't align it doesn't prioritize
- Know your corporate finance rules and different flavors of money; set aside operational funds vs. campaign
- Find money from other departments/projects
- Stretch your budget with combined buys and joint campaigns
- Park money with distributors, partners, and vendors
- Be prepared to make changes along the way

Resources

- Hire internal when you can – with the expertise you need
- Build stable of freelancers and vendors - scale up and down
- Know your budget rules for hiring and vendors
- Leverage corporate PMMs who want to learn public sector
- Use data, KPIs and benchmarks to make your case

Content
Development –
Reuse, Refresh,
Reformat or New?

Does it cost time or
money? Or both?

No Budget for a Fancy
Tech Stack? What is
Critical?

AI Tools to Reduce
Time on Repeatable
Tasks?

What is Working for Your
Audience (Not Necessarily What
is Trendy – You Don't Have to be
First With Everything)

Consistency of
messaging

SEO and Organic
Social (LinkedIn)

Operational vs.
demand vs.
awareness?

Group Discussion

Employee/
Partner Evangelism
Finding SMEs

Design
Templates

What Can Your
Distributor or
Partners Help With?

Booths/Events – Do the
Math on Buy or Rent,
Reusable Graphics/
Is Labor Required? Can
You Ship Further In
advance Slower?

Cost of Getting the Right
Person Into Your CRM
Before in a Buying Cycle

Themes Across
Channels and Funnel
Stages – More isn't
Always More

 **LSW** Marketing

Tips and Tricks Ideas From Call

- If you're a vendor – accept prepayment from clients
- Bucket remaining budget that's use or lose against an agency on a theme vs. detailed SOW to maintain flexibility on activities
- Don't forget associations – they can also be a parked funds resource
- Can also park with media companies
- Leveraging other departments in the company
- Ask for help if you're part of a larger company – you might be surprised at the help you get, including operational help

Tips and Tricks Ideas From Call Cont.

- Can you participate in corporate content syn, social, etc. – take advantage of larger buys
- Make sure lead timelines and who owns follow up are confirmed/arranged if doing joint buys/buys through partners/distributors
 - Provide scripts, training, maximize follow up
- Upfront planning – goals and execution, follow up after leads
- Nurture sequences for content– pointing out specific things in the content afterwards – link back to assets

Tips and Tricks Ideas From Call Cont.

- Ungated content approach – white papers, content
- Webinars – maintain gate
- User experience on website – maximizing conversions from website
- LinkedIn – not just your company and showcase page – engage your employees, and executive leadership, advisors and board members and partners